



MUSIC IN THE AFTERNOON

Women's Musical Club of Toronto

Annual Report 2012 - 2013

115th Anniversary Season

President's Report

My first year as president of the Women's Musical Club of Toronto has been busy, extremely rewarding, and, I would say, very successful. Aside from the usual annual concert series, lectures, master class, and special events for the WMCT's members, this season included the announcement of the ninth Career Development Award and a stunning concert of what I can only call musical perfection at Koerner Hall.

Four hundred and sixty-four WMCT members subscribed to the 2012-2013 *Music in the Afternoon* concert series. It began on a high note with a performance on October 18, 2012, by renowned British pianist Paul Lewis playing three late Schubert sonatas. The concert was sold out and garnered rave reviews. The second and third concerts of the season featured home-grown, but also compelling, Canadian musicians – Duo Concertante (violin and piano duo) on November 29, 2012, and The Duke Piano Trio on February 14, 2013 – performing repertoire ranging from Mozart and Beethoven to *Café Music* by contemporary American composer Paul Schoenfield. The Tippett Quartet from England made its Toronto debut at the March 28, 2013, WMCT concert with a very eclectic programme including repertoire by Tippett, Bernard Herrmann (an arrangement for string quartet of the music from Hitchcock's iconic film *Psycho*), and Beethoven. The Tippett Quartet also presented the annual WMCT-sponsored master class on March 27, 2013, to students at the Faculty of Music, University of Toronto.

The grand finale for the celebratory 115th Anniversary season was the aforementioned concert on May 2, 2013, in Koerner Hall by James Ehnes, violin, and Russell Braun, baritone – both former WMCT scholarship winners – with Carolyn Maule on piano. The concert was attended by the Lieutenant Governor of Ontario, the Honourable David C. Onley and his wife, Ruth Ann Onley.

The concert was a spectacular, critically acclaimed musical triumph, including the première of the beautiful song cycle *Away and Awake in the Night* by John Estacio, commissioned by the WMCT. The hall was near capacity and included about one hundred students from GTA high schools, The Glenn Gould School of The Royal Conservatory of Music, and the Department of Music, York University, who attended free of charge as part of the WMCT's Student Outreach Programme.

CBC Radio 2 recorded the concert and it was broadcast to listeners all over Canada on *In Concert* on June 30, 2013. Of course, presenting a concert at Koerner Hall is extremely time-consuming, and its overwhelming success is a tribute to the dedication and accomplishment of the WMCT's wonderful team.

Another important musical occasion this season was the announcement of the winner of the WMCT's ninth Career Development Award (CDA), recorder player Vincent Lauzer. The CDA assists an outstanding young Canadian musician embarking on his or her professional career, and it includes a \$15,000 prize as well as the opportunity to perform in a concert as part of the WMCT's *Music in the Afternoon*. It is organized in partnership with CBC Radio 2 and Espace musique de Radio-Canada, and is generously funded by the WMCT Foundation. Never before has the award been won by a recorder player. Vincent Lauzer will perform at the WMCT's February 27, 2014, concert.



The Honourable David C. Onley, Lieutenant Governor of Ontario (centre), with (left to right) James Ehnes, Ruth Ann Onley, Carolyn Maule, and Russell Braun, following the performance at Koerner Hall, May 2, 2013.

Aside from concerts, the WMCT aims to live up to its title of "Club" by presenting other events for its members that have a social as well as musical focus. On November 29, 2012, at the home of Esther McNeil,

the WMCT hosted a reception for new members, providing them with an opportunity to meet with others from the WMCT and develop a greater sense of belonging to the "Club." The season launch on February 14, 2013, also at Esther McNeil's home, brought together members of the press and the WMCT Foundation's *Legacy Circle*. WMCT artistic director Simon Fryer spoke about the music and musicians in the upcoming 116th season. The annual "fun raising" lunch at the Donalda Club on May 10, 2013, was attended by over 70 members and friends who enjoyed a delicious lunch and a charming and humorous talk by renowned Canadian conductor Victor Feldbrill. Finally, on June 27, 2013, the boards of directors of both the WMCT and the WMCT Foundation celebrated both organizations' ongoing commitment to volunteerism at the annual volunteer appreciation lunch, acknowledging the invaluable contribution of more than 80 volunteers to the running of the WMCT and the WMCT Foundation.

This season the WMCT continued its tradition of presenting a *Tuning Your Mind* lecture prior to each concert, coordinated by Robin Elliott. John Mayo provided insightful programme notes for each concert. The WMCT kept in touch with its members through the twice-yearly newsletter, *News & Notes*, edited by Susan Corrigan. Through the WMCT's Student Outreach Programme free tickets for each concert were offered to students from several schools as well as the Faculty of Music of the University of Toronto, the Department of Music of York University, and The Glenn Gould School of The Royal Conservatory of Music.

As always, the WMCT extends thanks to its Bel Canto donors, as well as government, charitable foundations, and corporate sponsors for their generous support. An additional residual bequest from The Estates

of Miriam & Irving Steinberg was much appreciated. The WMCT is very grateful for the loyalty and patronage of its members as well as the ongoing support of its sister organization, the WMCT Foundation.



WMCT president Annette Sanger and past president Julia Smith at the Donalda Club luncheon on May 10, 2013.

Everything at the WMCT is planned and executed by a dedicated team of volunteers, an excellent artistic director, Simon Fryer, and an invaluable arts administrator, Susan Corrigan. I extend special thanks to former WMCT president and current chair of the Honorary Board Members Committee, Danuta Buczynski, who will be stepping down from the board after many years of dedicated service. As well, many thanks to two long-time front-of-house volunteers who are retiring from their duties, Carol MacNicol and Johanna Morgan. I would also like to make particular mention of past president Julia Smith, who has provided me with indispensable help, guidance, and friendship throughout the year. Indeed, it has been a pleasure and honour to work with everyone at the WMCT and to be entrusted with leading such a venerable and worthy organization. I eagerly look forward to the next season.

Annette Sanger, *President*

Artistic Director's Report

The 115th Anniversary season of the Women's Musical Club of Toronto's *Music in the Afternoon* concerts once again advanced this vital organization's commitment to its role as introducer and promoter of exceptional talent. Canadian artists of the highest calibre already making names for themselves and foreign artists well established at home, but less well known to Canadians, continue to be sought out for the WMCT's popular concert series.

Repertoire performed covered a broad range of genres from the classic to the present day. Music of our time featured in four out of the five concerts, with contemporary Canadian composers' works programmed in two, including the world première of *Awake and Awake in the Night* by John Estacio – the latest commission from the WMCT. The première of John Estacio's new work took place at the WMCT 115th Anniversary concert in Koerner Hall, a performance in the presence of The Honourable David C. Onley, Lieutenant Governor of Ontario, and his wife, Ruth Ann. His Honour addressed the audience before the concert and graciously mingled with the artists and senior members of the WMCT at intermission and post-concert. This wonderful performance was recorded for later broadcast by CBC Radio 2 and made available on cbc.ca's *Concerts on Demand* site.

Paul Lewis, piano - Toronto debut October 18, 2012, Walter Hall

The opening concert of the WMCT's 115th Anniversary season on October 18, 2012, featured the celebrated British pianist Paul Lewis in his Toronto debut. This concert was sold out weeks in advance with a long waiting list for single tickets.

A few years ago Paul Lewis recorded the complete Beethoven sonatas. Declared the greatest version ever put to disc, this imposing project

cemented his reputation as an artist at the very leading edge of classical interpretation.

Termed the "thinking person's pianist" by *The Globe and Mail* music critic Robert Harris in his enraptured review of the concert, Paul Lewis played the last three piano sonatas by Franz Schubert: *No. 19 in C Minor, D. 958, No. 20 in A Major, D. 959, and No. 21 in B-flat Major, D. 960*. Completed in September 1828, shortly before Schubert's untimely death at age thirty-one, these sonatas remained unpublished for eleven years.

Paul Lewis's WMCT recital was part of a tour of the world performing these dramatic and lyrical sonatas. His musicianship shone and the listening experience was profound.

Audiophilia reporter Anthony Kershaw noted in his glowing review of the concert, "a more appreciative and respectful audience you wouldn't find anywhere...and it was so nice to see the 50 or so outreach students of a local high school also enjoying Lewis' artistry."



Paul Lewis (seated) meeting with students from Unionville High School and their teacher Bob Leonard (back left) following his October 18, 2012, recital.

Duo Concertante November 29, 2012, Walter Hall

The word *concertante* is an adjective relating to a musical work that highlights individual instruments. Duo Concertante is therefore the perfect name chosen by the Newfoundland-based performing partnership of violinist Nancy Dahn

and pianist Timothy Steeves. The pair graced the stage of Walter Hall on November 29, 2012, for the second concert of the WMCT's stellar 115th Anniversary season.

The entire audience of a very full house (including about 25 local high school students from Blessed Mother Teresa Catholic School and 20 Grade 5 pupils from DAREArts programme in Toronto) was mesmerized by the Duo's choice of repertoire. The Duo's range of dynamics, playful musical conversations, lyrical phrasing, clarity, and impeccable timing led the audience willingly into the deepest recesses of the music.

The first half included Mozart's *Sonata No. 32 in B-flat for violin and piano, K. 454*; R. Murray Schafer's *Wild Bird* (transcribed for violin and piano by Timothy Steeves); and Robert Schumann's *Sonata No. 1 in A Minor for violin and piano, Op.105*.

Post intermission the two displayed even greater depth with their profound performance of the mighty *Sonata No. 9 in A Major for violin and piano "Kreutzer," Op.47*, by Ludwig van Beethoven. Nancy Dahn and Timothy Steeves

are not soloist and accompanist, but rather collaborators: a true Duo Concertante.

The Duke Piano Trio February 14, 2013, Walter Hall

Excitement was in the air when The Duke Piano Trio played to a very full Walter Hall. And not just because it was Valentine's Day. Rather, the

audience, including 25 students from St. Mary's Catholic Secondary School, was thrilled by the Trio's passionate performance of eighteenth, nineteenth, and twentieth century works.



Thomas Wiebe, Peter Longworth, WMCT artistic director Simon Fryer, and Mark Fewer, February 14, 2013.

The afternoon performance began with a spirited rendition of *Piano Trio No. 39 in G Major, "Gypsy," Hob. XV /25*, by Franz Joseph Haydn. Here it was evident that while each man is an artist in his own right, when Mark Fewer, violin, Thomas Wiebe, cello, and Peter Longworth, piano, come together as The Duke Piano Trio, they present the audience with a studied collective interpretation of the repertoire.

Next, the Trio masterfully presented the two newer works on the programme. These were the 1950s-era *Piano Trio in F-Sharp Minor* by Soviet-Armenian composer Arno Babajanian and *Café Music* by American composer Paul Schoenfield. Again, the performances were both enlightened and exciting, the musicians bringing the composers' intentions to joyful life with a completely unified voice.

Following intermission the concert closed with *Piano Trio No. 1 in D Minor, Op. 49*, by Felix Mendelssohn. Right from the start The Duke Piano Trio played with enormous passion, evoking an intense audience reaction most worthy of a Valentine's Day event.



Green room volunteers Evelyn O'Doherty (left) and Johanna Morgan (right), with members of the Tippett Quartet: Anna Smith, Bozidar Vukotic, John Mills, and Lydia Lowndes-Northcott, March 28, 2013.

Tippett Quartet - Toronto debut March 28, 2013, Walter Hall

On March 28, 2013, the members of the Tippett Quartet from England received a warm reception from the Women's Musical Club of Toronto as the ensemble made its Toronto debut for the fourth concert in the WMCT's 2012-2013 season. Once again Walter Hall was near capacity and the audience included not only WMCT members and guests but also approximately 60 very attentive students from Earl Haig Secondary School and Rosedale Heights School of the Arts.

The Tippett Quartet, formed in 1998, normally includes John Mills, violin, Jeremy Isaac, violin, Lydia Lowndes-Northcott, viola, and Bozidar Vukotic, cello. However, on this occasion the second violinist Jeremy Isaac had opted to stay close to his expectant wife and was admirably replaced by the obviously thrilled Anna Smith. The musicians presented a demanding programme with repertoire from both the mid- and late-twentieth century and the nineteenth century.

The concert opened with *String Quartet No. 5*, written in the 1990s by the ensemble's mentor and fellow countryman, Sir Michael Tippett. This extraordinary work takes inspiration from both the French folk song *À la*

claire fontaine, and the *Hymn of Thanksgiving* from the Beethoven *String Quartet No. 15 in A Minor, Op. 132*.

The next offering was the *Psycho Suite for string quartet*. This work was arranged by Richard Birchall from the score of the

classic 1960 Alfred Hitchcock movie *Psycho*. The American composer Bernard Herrmann wrote the original music. Performers and audience alike delighted in Herrmann's set-up of soft and mundane string sounds before the startling, shrieking, high-pitched glissandi of the infamous shower murder scene.

Following intermission the Tippett Quartet performed the monumental *String Quartet No. 14 in C-Sharp Minor, Op. 131*, by Beethoven. This seven-movement work was played without pause as indicated by the composer.

It was played flawlessly and passionately, to much appreciation from the Women's Musical Club of Toronto's audience.

James Ehnes, violin Russell Braun, baritone Carolyn Maule, piano May 2, 2013, Koerner Hall

On the afternoon of May 2, 2013, two Canadian superstars presented a concert together for the very first

time. The featured artists were the astonishing James Ehnes, violin, and the incomparable Russell Braun, baritone, both joined by the accomplished Canadian pianist Carolyn Maule.

The venue for this final concert in the WMCT's 115th Anniversary season was The Royal Conservatory of Music's Koerner Hall. The near capacity audience included about one hundred students from York Mills Collegiate Institute, St. Mary's Catholic Secondary School, Catherine Robbin's students from York University, and Barry Shiffman's students from The Glenn Gould School of The Royal Conservatory, all attending free of charge through the WMCT's Student Outreach Programme. Also in attendance were the WMCT's Honorary Patron, The Honourable David C. Onley, Lieutenant Governor of Ontario, and John Estacio, composer of the WMCT's 115th Anniversary season commissioned work.



James Ehnes, WMCT commissioned work composer John Estacio, Carolyn Maule, and Russell Braun, May 2, 2013.

The musicians opened the concert together with two works by Johann Sebastian Bach: *Hier, in meines vaters Stätte* from *Cantata No. 32, BWV 32*, and *Wenn Trost und Hülff ermangeln muss* from *Cantata No. 117, BWV 11*. These were followed by the Bach *Chaconne for solo violin* from *Partita No. 2 in D minor, BWV 1004*. After James Ehnes's violin solo, Russell Braun took the stage with pianist

Carolyn Maule to perform the song cycle "An die ferne Geliebte," Op. 98, by Ludwig van Beethoven.

After intermission, the enthusiastic crowd witnessed James Ehnes's impeccable technique as he performed three of the Paganini *Caprices for solo violin* bringing the audience to its feet with sustained applause. Next came the world première of the song cycle *Away and Awake in the Night* for baritone, violin, and piano, by John Estacio, commissioned for this occasion by the WMCT, which was also enthusiastically received. Finally the three musicians were given an overwhelming standing ovation after their concluding offering of songs based on the poetry of A.E. Housman, including compositions by Ralph Vaughan Williams, George Butterworth, and Samuel Barber.

One audience member commented "This was by far the best concert I have ever attended!"

The 2012-2013 *Music in the Afternoon* concert series was a great success on every level. John Mayo again provided engaging and enlightening notes for the concert programmes. Audience reaction to the artists' performances was always enthusiastic and the colourful array of performers presented programmes of great variety and integrity. The artists also expressed their appreciation for the attentiveness and knowledge of our audience – not to mention the capacity crowds.

Particular thanks this year go to all those involved in the production of our landmark performance at Koerner Hall. The size of this task is not to be underestimated and yet every detail received minute attention resulting in a truly wonderful event.

My personal thanks go to the members of the WMCT's Artists Selection Committee who demonstrated their insightful understanding of, and commitment to, the goals of the *Music in the*

Afternoon series: Penelope Cookson, Peter Goulding, Diane Martello, Annette Sanger, and Julia Smith. This wonderful team has already brought its vision to the 2013-2014 season and will continue to explore innovative and exciting opportunities for the future.

Simon Fryer, *Artistic Director*
With contributions from members of the *Artists Selection Committee*

Committee Reports 2012-2013

Career Development Award

The Women's Musical Club of Toronto's Career Development Award (CDA) is presented every three years to assist an exceptional young Canadian musician who has already embarked on a professional performing career. The award is \$15,000, and includes a recital by the winner in the WMCT's *Music in the Afternoon* concert series. The award is a project of the WMCT in partnership with CBC Radio 2 and Espace musique de Radio-Canada, and is funded by the WMCT Foundation.

The process of finding the winner for the 2012 WMCT Career Development Award was nearly complete at time of writing last year's annual report. The winner of the 2012 award, the ninth presentation of the CDA, is an exceptional young recorder player from Montreal, Vincent Lauzer, with the official announcement being made at the WMCT's first concert of the 2012-2013 season on October 18, 2012. This is the first time that the award has been conferred on a recorder player. Vincent Lauzer has a master's degree from McGill School of Music and has won a number of prestigious awards in addition to the WMCT's CDA. His talent and wide-ranging repertoire (both early and contemporary music) will be showcased in the WMCT's *Music in the Afternoon* concert on February 27, 2014.

The next CDA, in 2015, will be the tenth award, with an extra special celebration in the form of a live competition for the three finalists chosen from a field of ten musicians nominated by the CBC. The Career Development Award Committee has begun the planning process for this event, which will involve additional work and expense. To help raise funds for the live competition and increased prizes for all three finalists, the WMCT is presenting an exclusive fund raising concert on May 4, 2014, by 2006 CDA winner Shannon Mercer, soprano, for 150 people in a beautiful private home in Toronto, kindly provided at no cost by its owner James Stewart. As well, the WMCT Foundation has generously pledged its financial backing, if required, for this tenth presentation competition.

Annette Sanger, *Chair*

Events Committee

It was a great year and the Events Committee members had a lot of fun. Since it was established two years ago, the committee has gone from organizing two events per year to this year's six.

On September 7, 2012, a reception was held at Peter Goulding's home honouring directors who were leaving board positions with the WMCT Foundation and the Women's Musical Club of Toronto. Julia Smith was stepping down as WMCT president (but remains on the WMCT board as past president); and retiring from the Foundation board, Ina van Berkel, vice chair, and Bartley Bull, past chair. Thirty-two board members from both organizations attended as commending speeches were given, gifts bestowed, and the great sounds of the Cecilia String Quartet entertained.

Hugely popular was a welcoming brunch for new members on November 29, 2012, the morning

of the second concert of the 115th Anniversary season. Twenty-six new members enjoyed food and beverages at the home of Esther McNeil. This was the first time an event just for new members had been organized. The idea evolved from a question put to me from a new member: "Where's the club?" Many of those attending mentioned how much they enjoyed meeting others and what a warm welcome to the Women's Musical Club of Toronto it was.

The season launch for members of the press and the *Legacy Circle* was at Esther McNeil's home on February 14, 2013, before The Duke Piano Trio concert. Artistic director Simon Fryer did a tremendous job introducing the 116th season to the nineteen attendees. They included three media members who were impressed with the entire event, and an interview with Simon in the April 2013 issue of *The Wholenote* resulted from the launch.

The annual Volunteer Appreciation Lunch of the WMCT and WMCT Foundation was held on June 27, 2013, at Julia Smith's condo's party room, attended by 36 volunteers. For the first time the committee rented dishes, cutlery, and glassware – "a wise move" according to committee members who previously spent several hours doing the clean-up.

On the 2012-2013 schedule but cancelled were two events: the WMCT-sponsored master class at the Faculty of Music, University of Toronto, was held without an accompanying reception, and the WMCT and WMCT Foundation joint donors' reception failed to attract sufficient attendees due to its timing near the Easter 2013 weekend.

The Events Committee members are: Jerri Merritt Jones, chair, Catherine Buck, Betty Gray, Susan Johnston, Ina van Berkel, and Nora Wilson.

Jerri Merritt Jones, *Chair*



Membership & Marketing Committee

Marketing

With two exemplary concerts in the 115th Anniversary season, the Membership & Marketing committee focussed on marketing resulting in greater media exposure and excellent reviews from critics in the local, national, and international press in print and electronic media.

"Toronto finally got a chance to experience what the rest of the musical world has known for some time – that British pianist Paul Lewis is one of the great artists of his generation" said *The Globe and Mail* critic Robert Harris, reviewing the season opening concert on October 18, 2012.

"And it's not the Toronto Symphony or Koerner Hall we can thank for this revelation, but the Women's Musical Club of Toronto, now in its 115th season" Robert Harris continued.

Paul Lewis was a marvellous start to the year. The concert sold out the hall and caught the attention of media who have previously ignored WMCT invitations.

At the end of the year the 115th Anniversary concert in Koerner Hall, with musical giants James Ehnes and Russell Braun performing together for the first time ever, also captured media attention:

- CBC Radio 2 recorded the performance which was rebroadcast on June 30, 2013
- Sharna Searle's column in *The Wholenote* April 2013 issue featured an interview with WMCT artistic director Simon Fryer
- Prior to the concert, *The Globe and Mail*, *NOW* magazine, and *Musical Toronto* named it "Pick of the Week"
- Robert Harris's review in *The Globe and Mail* called

it "A stairway to heaven by way of two superstars"

- Arthur Kaptainis, in the *National Post*, stated that the "Women's Musical Club of Toronto brings stellar talent together"
- In his *Musical Toronto* blog, John Terauds talked of a "fine 115th birthday present for WMCT"
- Anthony Kershaw's blog in *Audiophilia* praised a "Canadian all star concert"

The good news was not confined to these two special events. Each of the concerts was reviewed by at least two critics. Stanley Fefferman, whose blog *Opus One Review* has in the past regularly reviewed concerts, began writing this year for *Bachtrack*, a UK-based website which lists and reviews concerts held throughout the world, including Paris, Vienna, and New York. His February 15, 2013, review of The Duke Piano Trio – "the Allegro finale is passion played with vehemence, but lightly" – sat comfortably among reviews from the Royal Opera House, Covent Garden and Auckland Town Hall.

The Tippett Quartet was also in *Bachtrack*: "This concert by England's Tippett Quartet, their debut in Canada, was about time," according to Stanley Fefferman.

For the first time the WMCT had a presence in the *The Wholenote's*



Membership & Marketing Committee chair Bonnie O'Dacre with *The Globe and Mail's* Robert Harris and Sharna Searle from *The Wholenote*.

blog, with Paul Ennis reviewing the November 29, 2012, concert: "For the second *Music in the Afternoon* concert of the current season, the WMCT presented the Duo Concertante to a sold-out Walter Hall."

The *Audiophilia* blog concerns itself mainly with CD reviews, but writer Anthony Kershaw came to review Paul Lewis and returned for every concert.

Following the Tippett Quartet's concert on March 28, 2013, *Live Music Review* stated that "The club seems to be able to pick the very best undiscovered or young Canadian and international ensembles to play for its large membership."

It was indeed a year for the WMCT to make the press.

It was also a year to introduce the WMCT to potential new members. The Paul Lewis concert sold out Walter Hall and the anniversary concert filled Koerner Hall with 960 "lucky souls," as one critic called them.

Here are the attendance figures for the Koerner Hall concert:

464 members attended
330 single ticket sales
(including 200 members' guests)
166 complimentary
(guests, media, students)
960 total

Members bought 200 additional tickets for guests – potential future members. This concert also helped fulfill the Student Outreach Programme's mandate with 77 public high school students and 18 from York University and The Glenn Gould School attending.

The Koerner Hall concert created a magical ending to the year. The press nearly ran out of adjectives and many more music lovers were introduced to the venerable organization: the Women's Musical Club of Toronto. "I was very honoured to attend that concert," commented *The Wholenote*

writer Sharna Searle, "it will be remembered as one of the greats in the history of music in Toronto."

Website

The new WMCT website, launched this year, offers easily-accessible information and every page provides readers an opportunity to join the WMCT. The recently begun blog hosts photos and on-going information. Photos from the May 2, 2013, concert at Koerner Hall are now featured and there is a link to the CBC Radio 2 podcast so visitors can listen to the broadcast over and over.

Media Contacts

In September 2012 media kits were distributed in either paper or electronic form to 22 radio, newspaper, magazine, and online magazine and blog members of the media in the GTA area. With the announcement of the coming 115th Anniversary season, media were prepared for the great year to come.

Media releases were sent prior to each concert offering complimentary seats to reviewers. As previously mentioned reviewers responded positively to all concerts.

A media release was also sent announcing the WMCT's 2012 Career Development Award winner Vincent Lauzer, recorder.

Membership

Membership numbers 2012-2013:
389 members renewed
12 previously lapsed, renewed
63 new members
Total 464
76 did not renew

Membership numbers for the upcoming 2013-2014 season:
383 members renewed
11 previously lapsed, renewed
55 new members
Total 449
81 members have not renewed
(as of October 1, 2013)

Each spring members of the Telephone Sub-Committee phone all subscribers

who have not renewed to learn why. Members report that they leave the organization because of medical problems, mobility issues, travel, or date conflicts with other organizations' performances.

The committee continues to cultivate new subscribers and this spring several steps were taken: 1) brochure distribution to libraries, arts locations, and retirement homes in the GTA; 2) ads were published in the Koerner Hall spring programme book and *The Wholenote* magazine; 3) ads were placed on John Terauds' website blog *Musical Toronto*. The committee will know how effective this approach has been when the Telephone Sub-Committee completes the annual survey of new members for 2013-2014. Past surveys have shown that the members are the WMCT's best ambassadors: they bring their friends along to concerts, and then those friends become members too.

Telephone Sub-Committee

Each year the Telephone Sub-Committee contacts members three times: in the fall reminding all of the first concert and the AGM; in January new members are surveyed; and in the spring those who have not already renewed for the following season are reminded of the early-bird subscription offer. Sub-committee chair Marlene Preiss particularly enjoys the new member survey. "We are praised for volunteering," she says, "and we get so many thoughtful questions and good suggestions from our members."

This feedback is reviewed for issues which can be managed or altered. An example of this responsiveness was the decision to avoid planning concerts for the first two months of the year. Members had said that weather, mobility issues, and travel made attending difficult.

The telephone volunteers working with Marlene are Barbara Hopkins and Mildred Kenton.

In addition to phone calls the committee contacts members by

email to inform of *Tuning Your Mind* speakers and concert notes being placed online for upcoming concerts, and to make note of online concert reviews.

Membership Reward Programme

An initiative honouring members is the reward programme. Committee members Frances Frisken and Alice Frey gather the names of members who have been with the WMCT for 20 years and they are given a gift at the WMCT's Annual General Meeting in the fall. On October 3, 2012, nine people were honoured: Elizabeth Black, Mary Kate Bull, Theresa & John Caldwell, Edna Landstrom, Doris McLeman, Vodrie McOuat, Joyce Saunders, and Ruth Sax.

Membership Records & Mail Distribution

Organizing mailings to WMCT members is handled by Marianne Weil and Jerri Merritt Jones, assisted by a team of volunteers. In late summer, the daunting task of getting the right tickets into the correctly named envelopes and in the mail boggles the mind, but it's handled serenely by this pair.

Mailings throughout the year include season brochures and letters to members, as well as newsletters. In addition to items which are sent through the mail, this team organizes stuffing flyers and notices into concert programmes.

Marianne and Jerri also register all subscribers for upcoming seasons taking care of changes in contact information. Marianne will continue to be involved in the work although she is retiring as co-ordinator.

Student Outreach Programme

The Toronto District School Board teachers' "work to rule" campaign made it difficult to fulfill the Student Outreach mandate in the 115th Anniversary season, as many teachers had to cancel at the last moment or were not given permission to bring their students to the concerts. However, increased efforts were focussed on the Catholic District

School Board, resulting in new schools attending the concerts in 2012-2013.

All concerts for the coming season have been booked. The Student Outreach Programme is generously sponsored by the Imperial Oil Foundation and is co-ordinated by Jackie Wood.

Hospitality

Nancy Lofft and Anne Spitzer delight in calling themselves "The Cookie Ladies." Their glee in the moniker matches the pleasure audience members express for refreshments at intermission. Along with front of house assistant Ildikó Hencz, the two ensure that coffee is ready and waiting and strawberries passed quickly enough to have members back in their seats refreshed after intermission.

Tuning Your Mind

Through her contact at L'Atelier Grigorian, Yorkville's classical music shop, Marlene Preiss organizes a donation of CDs which are given as gifts to *Tuning Your Mind* speakers. Marlene and Grigorian staff carefully match the music gift to the speaker, ever mindful of taste and availability. Frances Frisken organizes the presentation of the gifts.

Archives

Susan Johnston maintains contact with and delivers WMCT records to the Toronto Reference Library where archives are housed. At present she is investigating the procedures and costs of digitizing photos from the WMCT's archival material so they can be displayed on the website.

Emergency Procedures

Alice Frey, who co-chairs the Front of House Committee with Patricia Hausner, continues to develop the WMCT's emergency procedure document. Further talks with Joe Lesniak at Walter Hall about wheelchair placement are needed. In addition, Anne Spitzer presented a new version of the incident report form this year, which streamlines the procedure.

Joint Committee

This committee, with members from both the WMCT and the WMCT Foundation, met twice during the year. On September 6, 2012, discussion centred on marketing for the Paul Lewis concert. At its meeting on January 31, 2013, the group discussed marketing ideas in general. The committee resolved to continue meeting on an ad hoc basis, at least once a year, to share ideas between the two organizations.

Thank You

"Stuffing" is one of the jobs carried out by the Membership & Marketing Committee. It involves placing things – tickets, brochures, newsletters – inside other things – envelopes, programmes. As a job, it could be dishevelled, dreary, and boring, but it is not. The venture floats on a wave of laughter and dialogue, storytelling and opera commentary as the "stuffers" savour the task and enjoy each other's company. "Stuffing" exemplifies the attitude, good will, and commitment of the women who make up the Membership & Marketing Committee. On behalf of the WMCT, I thank each one for the knowledge and ideas they bring to the jobs they do and to the committee meetings. It is certainly a pleasure working with such a fine group. Membership & Marketing Committee members are: Bonnie O'Dacre, chair; Susan Johnston, secretary; Annette Sanger, WMCT president; Julia Smith, past president; Jerri Merritt Jones and Marianne Weil, membership records and mail distribution; Nancy Lofft and Anne Spitzer, hospitality; Marlene Preiss, telephone committee; Jackie Wood, student outreach; Frances Frisken and Alice Frey, membership rewards; Diane Martello and Carol Cormier, marketing.

Bonnie O'Dacre, *Chair*



Front of House Committee

The Front of House volunteers assist before, during, and after each concert, performing the duties of ticket takers and ushers, handing out programmes and newsletters, welcoming and assisting the musicians backstage, preparing and serving refreshments to both audience and performers, selling CDs, and reserving VIP and press seats.

The end of this season has seen the retirement of Johanna Morgan after fourteen years of volunteer duties in the green room and of Carol MacNicol, who has been taking tickets for at least as many years. The WMCT is fortunate that Diane Martello has volunteered to assist Evelyn O'Doherty in the green room as of the next season.

Wheelchairs, and where to position them when the occupant cannot be transferred to a seat, continue to present a challenge on concert days as Walter Hall has only two spots where they can be positioned safely and removed speedily. The committee members will continue to act with flexibility as the situations present themselves.

Many thanks to all the WMCT volunteers who have so willingly and untiringly given their time to make the Front of House arrangements go smoothly.

Patricia Hausner, *Co-chair*



Liaison Between the WMCT & WMCT Foundation

The WMCT works with the WMCT Foundation to host the annual joint Donor Reception and the Volunteer Appreciation Luncheon. The boards of directors of the WMCT and the Foundation are connected, with two board members from each sitting on the other's board, and with several working committees.

WMCT Scholarship Winners 2012-2013

The winner of the WMCT's Centennial Scholarship of \$12,000 for a student in the Performance Programme at the Faculty of Music, University of Toronto, for 2012-2013 was **Claire Bellemare, soprano**. This award was made possible, in part, by a generous bequest by The Estates of Miriam & Irving Steinberg.

The 2012-2013 recipient of the Women's Musical Club of Toronto - WMCT Foundation Graduate Fellowship at the Faculty of Music, University of Toronto, was **Lisa Tahara, piano**.

The winner of the \$12,000 Women's Musical Club of Toronto - WMCT Foundation 110th Anniversary Scholarship for 2012-2013 was **Alyssa Ramsay, cello**, a student at The Glenn Gould School, The Royal Conservatory of Music.

All of the winners were invited to perform at the 2012 Annual General Meeting of the WMCT, and those present were proud to hear for themselves the depth of talent that the WMCT scholarships support.

A summer music scholarship was awarded in 2012 in the amount of \$2,500 to a student at the National Youth Orchestra of Canada. The recipient was **Vladislav Kalinichenko, trombone**.

In 2012-2013 the Women's Musical Club of Toronto - Otilie M. Gunning Scholarship at The Glenn Gould School, The Royal Conservatory of Music, and the Entrance Scholarship at the Faculty of Music, University of Toronto were not awarded. Instead, the monetary value of the other scholarships, one at each institution, was nearly doubled, in an effort to make the scholarship funding more meaningful and have more of an impact on the training of the student musicians.



Honorary Board Members Committee chair Danuta Buczynski (right) with scholarship winners Alyssa Ramsay, cello, Claire Bellemare, soprano, and Lisa Tahara, piano, at the WMCT Annual General Meeting, October 3 2012. Vladislav Kalinichenko was unable to attend the 2012 AGM to perform.

Treasurer's Report

The 115th season of the Women's Musical Club was an unqualified musical success with the James Ehnes and Russell Braun final concert at Koerner Hall providing a spectacular finish. Financially the WMCT remains on very solid ground due to the hard work of the many member volunteers and extremely valuable arts administrator, Susan Corrigan.

For the 2013 year expenses were slightly higher than revenues showing a loss for the year of \$2,888 compared to a gain in 2012 of \$2,767. Despite higher costs in the year, the loss was minimal as there was tremendous support for the season and particularly the special Koerner Hall concert. At the end of the year the WMCT had a remaining fund balance of \$36,118 to support future cash demands.

Again this year the WMCT received a generous bequest from The Estates of Miriam & Irving Steinberg. The 2013 bequest was \$41,000 while in 2012 the WMCT received \$125,000. The 2013 total revenue figure of \$208,590 also includes a contribution from the Women's Musical Club of Toronto Foundation in the amount of \$7,680 to fund the Career Development Award won by Vincent Lauzer, who will perform at the February 27, 2014, concert. A new composition by John Estacio, which was performed at the May 2, 2013, Koerner Hall concert, was funded through a specific donation by Roger D. Moore.

Expenses in the year ended June 30, 2013, excluding a contribution to the WMCT Foundation, increased by \$34,473 from 2012. The primary contributors to the increase were two expenses not incurred in the prior year: \$11,500 for the 2012 Career Development Award, and approximately \$19,000 for the Koerner Hall concert. As well, the office computer was not functioning properly and was replaced during the year.

As the numbers at the right illustrate, all of the WMCT's administrative costs plus nearly one-third of our concert production costs were covered through membership fees, general admissions, etc. (earned revenues) leaving 100% of member, friends, and foundation donations dedicated to concerts and the Career Development Award.

Thank you to WMCT arts administrator Susan Corrigan, and to the WMCT volunteers, members, and donors for another successful year.

Janet Murray, CPA, CA, *Treasurer*

SUMMARIZED FINANCIAL INFORMATION

For the Year Ended June 30, 2013
With Comparative Figures for 2012

<u>Concert & Career Development Award Funds</u>	<u>2012-2013</u>	<u>2011-2012</u>
Membership Fees	\$ 74,018	\$ 71,875
General Admissions & Other Revenue	20,110	6,875
OAF Endowment Income & Interest	1,297	3,497
Corporate Donations	11,200	6,200
WMCT Foundation	12,000	4,500
Other Charitable Foundation Donations	12,150	16,720
Member & Friends Donations	29,315	29,105
Bequest	41,000	125,000
Government Grants	<u>7,500</u>	<u>6,500</u>
TOTAL REVENUE	<u>208,590</u>	<u>270,272</u>
Artistic Fees & Expenses	49,947	41,499
Commission of New Work	6,000	4,500
Production, Web Site, & Hall Rental	46,988	37,560
Occupancy Costs	18,827	17,514
Administration & Membership Costs	43,716	41,347
Career Development Award	11,500	85
Contribution to WMCT Foundation	<u>34,500</u>	<u>125,000</u>
TOTAL EXPENSES	<u>211,478</u>	<u>267,505</u>
Excess of Revenue over Expenses	(2,888)	2,767
Fund Balance, beginning of year	<u>39,006</u>	<u>36,239</u>
Fund balances at end of year	<u>\$ 36,118</u>	<u>\$ 39,006</u>

WMCT funding in percentages

<u>(excluding bequest)</u>	<u>2012-2013</u>	<u>2011-2012</u>
Membership Fees	44%	50%
General Admissions, Other Revenue, & Interest	13%	7%
Corporation Donations	7%	4%
WMCT Foundation	7%	3%
Other Charitable Foundation Donations	7%	12%
Member & Friends Donations	17%	20%
Government Grants	5%	4%

Use of donations by the WMCT

<u>Revenues</u>	<u>2012-2013</u>	<u>2011-2012</u>
"Earned" (membership fees, admissions, etc.)	46%	44%
Donations (individual, corporate, grants, bequests)	54%	56%
Total revenues	100%	100%
<u>Expenses (excluding contribution to WMCT Foundation)</u>		
Concert production	58%	59%
Career Development Award	7%	0%
Operating costs (general admin., newsletter, etc.)	35%	41%
Total expenses	100%	100%

The "earned" income covers 100% of the WMCT's operating costs + 32% of its concert production costs. The remaining 68% of the production costs and all Career Development Award costs are covered by donations.

Unlike many charitable organizations, the WMCT has earned income and does not rely entirely on donations to cover expenses. Furthermore, many of behind-the-scene functions are performed, at no cost, by volunteers. All this combined allows the WMCT to run an efficient organization, using donations entirely for the production of the concerts.

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